

WTVJ-TV

QUARTERLY LIST OF PROGRAMMING ADDRESSING COMMUNITY ISSUES

October- December 2009



Quarterly Issues and Programs Report

October-December, 2009

NBC 6/WTVJ attempts to serve the public interest, convenience and necessity by presenting broadcast material which treats significant issues of the people in the communities served by NBC 6/WTVJ.

The community issues to which WTVJ addressed significant programming were determined by knowledge obtained through community involvement and informal ascertainment of the general public, community leaders, public officials, inclusive of different ethnic organizations and service organizations, the following list emerged as issues needing media attention and support.

NBC 6/WTVJ recognizes that it has an ongoing obligation to remain aware of such community issues and to exercise its best judgment as to what broadcast matter should be programmed to treat those needs and interests. This report includes a brief description of such community issues and some of the programs we believe have provided the most significant treatment of such issues during the period October through December, 2009.

The programs produced to meet the needs of the public include locally produced shows and newscasts as well as national programs, public service announcement campaigns, and sales marketing campaigns.

Community Issues

Government

Health Connection

Economy

Consumer Connection

Ethnic Polarization

Family First

Environmental Issues

Miscellaneous

Locally Produced Programs

Our locally produced, regularly scheduled programs address community issues, concerns and needs. The programs are as follows:

NBC 6/WTVJ News – Daily Local News Programs – WTVJ’s daily newscasts devote considerable time to local issues and community problems.

Regularly scheduled, locally produced newscasts and programming include:

Program	Time	Days
NBC 6 Today in South Florida at 5am	5:00-5:30 am	Monday-Friday
NBC 6 Today in South Florida at 5:30am	5:30-6:00am	Monday-Friday
NBC 6 in Today South Florida at 6am	6:00-7:00am	Monday-Friday
South Florida Today	11:00-11:30am	Monday-Friday
NBC 6 News at 6pm	6:00-6:30 pm	Monday-Friday
South Florida Nightly News at 7pm	7:00-7:30pm	Monday-Friday
South Florida Tonight	11:00-11:30 pm	Monday-Friday
NBC 6 News at 6pm	6:00-6:30 pm	Saturday
South Florida Tonight	11:00-11:30 pm	Saturday
NBC 6 News at 6pm	6:00-6:30 pm	Sunday
South Florida Tonight	11:00-11:30 pm	Sunday

GOVERNMENT

NBC 6 is devoted to covering a myriad of local, national, and international government issues during its newscast. The coverage includes profiles of policy makers, political debates and school board issues.

The Chris Matthews Show

Show #807

Length: 30:00

Weekend of November 7-8, 2009

Guests: Andrew Sullivan – The Atlantic

Savannah Guthrie – NBC News

John Heilemann – New York Magazine

Kathleen Parker – The Washington Post

Election Fallout: How will Democrats both stick with President Obama and also move to the center?

The GOP's Strange Bedfellows: Do the Wingnuts run the show?

The Chris Matthews Show

Show #811

Length: 30:00

Weekend of December 5-6, 2009

Guests: Katty Kay – BBC Washington Correspondent

John Heilmann – New York Magazine

Gloria Borger – CNN Senior Political Analyst

Michael Duffy – TIME Assistant Managing Editor

Can Obama Do Anything Big Enough and Fast Enough to Help Unemployment?

The Fame Game Behind the Grifters who Crashed the White House State Dinner.

The Chris Matthews Show

Show #813

Length: 30:00

Weekend of December 19-20, 2009

Guests: Howard Fineman – Newsweek Senior Washington Correspondent

Katty Kay – BBC Washington Correspondent

John Heilemann – New York Magazine Political Writer

Norah O'Donnell – MSNBC Chief Washington Correspondent

Topics:

Highlights of 2009 – Obama's Greatest Hits and Worst Moves

Who wins the Chutzpah Prize, and Who's the Cad of the Year?

The Chris Matthews Show

Show #814

Length: 30:00

Weekend of December 26-27, 2009

Guests: Howard Fineman – Newsweek Senior Correspondent

Norah O'Donnell – MSNBC Chief Washington Correspondent

John Heilemann – New York Magazine Political Writer

Kathleen Parker – Washington Post Columnist

Topics:

When Did Troubles Begin in the Year of Obama?

What Will This Decade Be Known As and Known For?

Healthcare

Reporter: Brian Mooar

10/10/09 11pm

Length: 1:45

In his weekly radio address, President Obama says momentum is building for healthcare reform. But Republicans are standing firm against the plans that are making their way through congress. And one of those plans faces a key test this Thursday. Brian Mooar has the story from our Nation's Capital.

Obama Agenda

Reporter: Brian Mooar

10/11/09 6pm

Length: 2:00

Speaking on the eve of a major gay rights rally, President Obama pledged to end the military "don't ask don't tell" policy. And today, thousands of gay rights marchers called on him to follow through. It's another item on a daunting to-do list that keeps getting longer. NBC's Brian Mooar reports from Washington.

H1N1 Declaration

Reporter: Brian Mooar

10/24/09 11pm

Length: 1:45

President Obama has declared the H1N1 Flu a national emergency. He issued the proclamation late last night allowing the Federal Government to help communities if there is a sudden surge in cases. But one thing the government cannot do is speed up vaccine production. Brian Mooar has the story from Washington.

Healthcare

Reporter: Jeff Burnside

10/26/09 6pm

Length: 3:00

President Obama is back in South Florida. The Commander In Chief made a couple of appearances in the Jacksonville area today before heading down here. But the President is drawing some protesters heated up over the healthcare fight. Jeff Burnside is live on Miami Beach to break down why the President is visiting.

President Visit to South Florida

Reporter: Claudia Docampo

10/27/09 6pm

Length: 2:00

Before heading to Arcadia, President Obama kicked off his day here, after raising campaign cash for the Democrats at the Fontainebleu. Claudia Docampo takes a closer look at the presidential visit to South Florida.

President Obama's First Asian Tour

Reporter: Brian Mooar

11/14/09 6pm

Length: 1:45

President Obama is in Singapore, stop two on his first Asian tour since taking office. He's attending an important Asian-Pacific summit and bringing the message that even in these tough economic times, America means business. Brian Mooar has the story from Washington.

Miami Special Election

Reporter: Sharon Lawson

11/14/09 11pm

Length: 2:00

The city's newly elected Mayor, Tomas Regalado, makes a major announcement about the future of the City Commission after Friday's fall out. The Mayor announcing there will be a special election to fill at least one of those vacant commission seats. Now, after the city has it's quorum it will be business as usual. And then the Commission will decide whether to have another special election or appoint someone else to the position vacated by Gonzalez.

Healthcare

Reporter: Brian Mooar

11/22/09 6pm

Length: 2:00

The Senate vote to begin debate on a healthcare bill represents a big victory for Democrats and exposes some big challenges suggesting that this bill has miles to go before becoming law. Brian Mooar is in Washington tonight with more on this historic healthcare bill that cleared the senate.

Obama on Afghanistan

Reporter: Steve Handelsman

12/1/09 6pm

Length: 2:00

It is shaping up as one of his most important speeches. Tonight, President Obama lays out his rationale for escalating the US effort in Afghanistan. The setting of his primetime TV speech is the US military academy at West Point, New York. Steve Handelsman is there and has the latest.

Healthcare System Overhaul

Reporter: Brian Mooar

12/06/09 6pm

Length: 2:00

President Obama made a rare Sunday visit to Capitol Hill to deal with an overhaul of the nation's healthcare system. The President appealed directly to Senators' desire for history making change to work through their differences. NBC's Brian Mooar is in Washington tonight with the details behind today's closed-door meeting.

Unemployment

Reporter: Michelle Franzen

12/08/09 6pm

Length: 2:00

President Barack Obama outlined new plans today to reinvigorate the nation's economy and create jobs. It comes at a time when the nation's unemployment hovers at 10 percent, the highest in decades. Michelle Franzen has the details on today's developments.

Obama Economy

Reporter: Brian Mooar

12/13/09 11pm

Length: 2:00

A bill passed today by congress covers about half of all federal programs, including 650 billion dollars for Medicare and Medicaid. Democrats say the bill is critical to meeting the needs of the battered economy, while Republicans say it contains thousands of local projects the country can't afford at this time. Brian Mooar reports.

Healthcare Reform

Reporter: Steve Handelsman

12/24/09 7pm

Length: 2:00

This morning the US Senate passed its version of healthcare reform. It would mean coverage for almost all Americans and new rules for insurance companies. President Obama hailed the move but sets up a fresh struggle over what will be in the final bill. Steve Handelsman is on Capitol Hill with the latest.

HEALTH CONNECTION

Swine Flu Soldier

Reporter: Diana Gonzalez

10/1/09 6PM

Length: 2:00

The US Army says 23 year-old specialist Christopher Hogg from Deltona, Florida is the first soldier to die from complications related to the H1N1 Swine Flu. Meanwhile, state health agencies are having a tough time dealing with the swine flu pandemic. Health Connection Diana Gonzalez has the latest on the battle.

Musicians On Call

Reporter: Diana Gonzalez

10/2/09 7PM

Length: 2:25

They always say laughter is the best medicine but I bet they never gave the guitar a try. In a hospital, you always expect doctors to be on call; but now, musicians are too. Health Connection reporter Diana Gonzalez shows us the effect a new musical program is having on patients.

Childhood Trauma Life Span

Reporter: Diana Gonzalez

10/7/09 6PM

Length: 1:45

They say a person's childhood can shape their lives. But what if the saying was meant to be taken literally? A new study from the Centers for Disease Control and Prevention shows that kids who experience difficult childhoods, won't live as long. Diana Gonzalez has the story.

Breast Cancer Special

Reporter: Pam Giganti

10/16/09 6PM

Length: 30 minutes 7:30 to 8pm

October is Cancer Awareness Month and NBC 6 presented a half-hour special show and phone bank with medical experts at hand to answer viewer questions and concerns regarding breast cancer.

Acid Reflux Dangerous

Reporter: Diana Gonzalez

10/20/09 6PM

Length: 2:30

Acid reflux or heartburn is a common condition most people find bothersome. But did you realize it could be dangerous? Reflux has become a major risk for cancer of the esophagus. It was for one Miami man. Health Connection reporter Diana Gonzalez tells us why the surgery to remove his cancer is a first in Florida.

Swine Flu Vaccine

Reporter: Diana Gonzalez

10/21/09 6PM

Length: 2:00

Earlier this week, public school students were the first in South Florida to get Swine Flu vaccines. Today in Miami-Dade other priority groups rolled up their sleeves. Health Connection reporter Diana Gonzalez reports women at higher risk got their shots during a visit from a federal health official.

Breast Cancer

Reporter: Pam Giganti

10/21/09 7PM

Length: 4:00

October is Breast Cancer Awareness month. If you have a family history, you are urged to begin screenings in your 30's. One of our colleagues, Pam Giganti, began the process early because her mother is a breast cancer survivor. Tonight, Pam shares her personal story of the first time a mammogram turned up something questionable. Fortunately, Pam's small mass was benign. She decided to share this story with us as a reminder of how important it is to get an annual check-up.

Breast Care Coach

Reporter: Diana Gonzalez

10/23/09 7PM

Length: 3:45

When you hear the word coach, it usually refers to someone in the sports world. Now, the word "coach" is being associated with a special group of women who help other women through what can be a very scary time. Health Connection reporter Diana Gonzalez takes us to the Baptist Health Breast Center.

H1N1

Reporter: Kristen Dahlgren

11/3/09 6PM

Length: 2:00

Centers for Disease Control officials say so far, there have been hardly any cases of the seasonal flu – only H1N1 so far. But they say that Swine Flu is still spreading. Plus, Kristen Dahlgren reports California researchers are releasing a report that says don't be fooled by claims this is just a young person's disease – there are concerns for older people too.

H1N1 Vaccine

Reporter: Diana Gonzalez

11/5/09 6PM

Length: 1:45

So where can priority groups get vaccinated in South Florida for the Swine Flu? Miami-Dade started offering H1N1 vaccines at more than a dozen clinics two weeks ago and held a news conference launching the campaign. Today, Health Connection reporter Diana Gonzalez learned there is now a public clinic in Broward with the vaccine few people know about.

New Mammogram Recommendations

Reporter: Diana Gonzalez

11/17/09 6PM

Length: 2:00

The new Government mammogram recommendations are being met with plenty of skepticism – turning away from decades of advice from the American Cancer society. Now some doctors are concerned about the study's impact. Health Connection reporter Diana Gonzalez is here with reaction to this hot button issue.

Mammogram Changes

Reporter: Diana Gonzalez

11/16/09 11PM

Length: 2:00

Tonight, there's been another change – and it's a big one – concerning the detection and treatment of the second leading cause of death among women in America – Breast Cancer. Current guidelines for mammograms tell women to start annual routine screening at the age of 40 but the new federal guidelines say something very different. The new guidelines say that women 40 to 49 should not be routinely screened, unless they are at risk for breast cancer and that women ages 50 to 74 should be screened but every two years. A review of evidence by a government panel of doctors groups finds getting mammograms too soon and too often may cause more harm than good. But as Diana Gonzalez reports tonight, the new recommendations aren't sitting well with everyone.

New Advice on Pap Smears

Reporter: Diana Gonzalez

11/20/09 6PM

Length: 1:45

Just days after a government task force changed what we had always been told about mammograms, there is new advice on pap smears. Health Connection reporter Diana Gonzalez tells us why women are now being told we can start these tests later and do them less often.

First H1N1 Clinic

Reporter: Claudia Docampo

11/30/09 6PM

Length: 1:45

The Broward County Health Department has thousands of doses of the H1N1 vaccine to give away – for free. As Claudia Docampo shows us some are taking advantage of this vaccine opportunity.

Healthcare Reform

Reporter: Diana Gonzalez

12/4/09 6PM

Length: 2:00

While Congress battles over healthcare reform, an uninsured Broward County woman says her case is an example of the problems with the current system. She needs treatment in Miami-Dade but who is going to foot the bill? Health Connection reporter Diana Gonzalez is live at Broward General with the exclusive story.

Art of Dentistry

Reporter: Diana Gonzalez

12/11/09 6PM

Length: 2:30

Dozens of women in Miami are smiling tonight and you will be too when you see the results of a free dental clinic being held today and tomorrow in the most unique setting. Health Connection reporter Diana Gonzalez takes us there.

ECONOMY

Fisher Island Job Fair

Reporter: Hank Tester

10/19/09 6PM

Length: 2:30

Who wouldn't want to work on Fisher Island – the prime real estate right off of Miami Beach? The Fisher Island Country Club is holding a job fair with the winter season right around the corner. Hank Tester reports plenty of plenty of people are hoping to land a gig on the glitzy island.

Stimulus Money Sign

Reporter: Steve Litz

10/19/09 6PM

Length: 2:00

We are now seeing the first infrastructure program of the 787 billion dollar federal stimulus bill passed by Congress earlier this year. The project is all about putting people to work but some political observers saying a sign of political times could mean the governor does not want a sign announcing the project.

Economy

Reporter: Brian Mooar

11/2/09 7PM

Length: 2:00

There are some new positive indicators about the nation's economy today. With manufacturing and construction posting gains, and Ford recording a big jump in income for the quarter, as NBC's Brian Mooar explains, the focus at the White House is "still" on creating jobs.

Holiday Sales

Reporter: Michelle Franzen

11/17/09 6PM

Length: 2:00

Before you can say please pass the turkey, retailers are already rolling out sales and promotions for Holiday shopping. Holiday sales are expected to drop one percent this year due to the struggling economy. Michelle Franzen reports the national retail federation estimates 25 percent of holiday shoppers will use cash instead of credit to pay for purchases.

Economy

Reporter: Steve Litz

12/7/09 6PM

Length: 2:00

President Obama pushed for the stimulus package promising to create and save millions of jobs across the country. Political reporter Steve Litz shows us so far in South Florida more jobs were saved than created.

CONSUMER CONNECTION

Credit Vs. Debit

Reporter: Michelle Franzen

10/8/09 6PM

Length: 2:00

Forget traditional plastic. More Americans are using debit cards now. The recession, convenience and security of not carrying cash are putting debit cards on top. But Michelle Franzen reports consumers may not be aware bank debit cards may not offer the same protections covered by credit card companies.

Cell Phone Training

Reporter: Claudia Docampo

10/20/09 6PM

Length: 1:45

Seniors sometimes need help with modern technology – including dealing with phones with cameras, text messages and more. Claudia Docampo reports one cell phone company is offering a helping hand.

Groupon Savings

Reporter: Amara Sohn

10/31/09 11PM

Length: 2:30

When the economy slows down, the first thing people cut back on are restaurant dinners, getting pampered at the spa, or even sporting events. But what if you could enjoy yourself by paying 50 to 90 percent off the retail price. Amara Sohn shows us a new website that does just that without a catch. Groupon.com makes money by taking a percentage of each groupon that's sold. It is currently in 23 cities including Tampa, New York and San Francisco.

Wind Mitigation Insurance

Reporter: Willard Shepard

11/23/09 7PM

Length: 2:25

Hundreds of homeowners did exactly what they were instructed to do. They fortified their home to withstand any hurricane and, in turn, they saved money. Tonight, some homeowners are saying they were led down the wrong path and insurance companies are taking steps to take away those discounts. The Consumer Investigative Unit's Willard Shepard explains.

Toy Hazards

Reporter: Leanne Gregg

11/24/09 7PM

Length: 2:00

A new report tonight is making sure there isn't trouble in toy land this holiday season. The survey by a consumer watchdog group focuses on toys that may pose hazards to children. Leanne Gregg has the findings.

Gift Card Scam

Reporter: Carolyn Ryan

12/4/09 7PM

Length: 2:00

With 3 weeks to go in the holiday shopping season, many people out there are feeling the crunch – what to buy, how much to spend, and will the person even like it? It's a dilemma shoppers face each year, which is why millions of people turn to gift cards. But does the convenience of a gift card outweigh the risk? Carolyn Ryan explains.

Roman Shades Recall

Reporter: Tracie Potts

12/15/09 6PM

Length: 1:45

An important consumer alert tonight: many of us have them in our homes and today, the federal government is recalling 50 million Roman shades and Roll-Up blinds because the chord can detach and strangle children. Tracie Potts reports more than a dozen children have been hurt or killed by these blinds.

Insurance Fraud

Reporter: Willard Shepard

12/18/09 11PM

Length: 3:15

Tonight, in an NBC 6 Consumer Investigative Unit exclusive, Willard Shepard shows us the newest scam where auto body shops and owners who are behind on their payments are teaming up to deceive creditors and, in the end, you pay. Willard Shepard reports.

ETHNIC POLARIZATION

NBC 6 is committed to airing programming that addresses issues of concerns and interest to its diverse audience.

Hispanic Today

Episode #902

10/2/09 – 10/4/09

Length: 30:00

Tony Plana: Hollywood's Hispanic Patriarch

After three decades in show business, actor Tony Plana has earned the title of Hollywood patriarch. Few Hispanic actors can equal his longevity and success. Since starting with a bit part in the 1970's sitcom *What's Happening?*, Tony's career has taken him from the big screen to the small screen to the boards of Broadway. He has played a terrorist on *24*, and the Secretary of State on *West Wing*. Now he enjoys critical acclaim as the father on ABC's hit show *Ugly Betty*. We visit with Tony and look back over his long and successful career.

Hispanic College Fund: Helping Make Higher Education Possible

Recent surveys show that among Hispanics who want to attend college, some 98 percent have reservations about how they'll afford it. In response to this disconnect between want and means, The Hispanic College Fund started. Back in the early 1990's a letter to a magazine editor provided the spark to start the fund. In the letter, a bright Hispanic student wrote about his despondency over not being able to afford college. That letter struck a chord with scores of Hispanic entrepreneurs. Two decades later, the Hispanic College Fund has turned into a multi-million dollar fundraising juggernaut with one sole mission; to help more Hispanics go to college.

Ruben Martinez: From Barber to Bookseller

It started as a small rack of books in his barbershop. It turned into Libreria Martinez, one of the largest Hispanic bookstores in the country with two locations in greater Los Angeles. Ruben Martinez is still a barber, although he doesn't cut as much hair as he once did. This Latino is on a literary mission to help more Hispanics find a love of learning through books.

Hispanic Today

Episode #903

10/09/09 – 10/11/09

Length: 30:00

Maria Welch: Breathing New Life Into Small Business

Her business is called Respira Medical, a memorial to her father who had difficulties breathing after inhaling asbestos working in the iron industry in his native Colombia. Now, seven years after she started it, Maria Welch's Respira Medical is a thriving home respiratory care provider in grater Baltimore. It wasn't easy. Maria had twice been homeless after her arranged marriage fell apart. She had no credit and, at the dawn of the 21st Century, her future prospects seemed rather bleak. However, with the help of women's business groups and the SBA, Maria persisted and her business today is more than a memorial to her late father. It is a testament to Latina entrepreneurship.

Andrea White: Safeguarding Privacy at Toyota

In the corporate pecking order, the CEO and CFO are right up at the top. Everyone knows what those letters stand for. But what about CPO? In addition to its common usage as a rank in the Navy, the CPO is fast catching on as an acronym for "Chief Privacy Officer." At Toyota, the world's largest carmaker, the task of safeguarding sensitive personal information for millions of customers, and employees, falls into the able hands of a Latina. Andrea White shares with us some important privacy tips that may prove crucial in today's heightened environment of identity theft and breaches of privacy.

John Trasvina: Mexican American Legal Defense Fund

When he was a child, he was moved by the leadership of Robert F. Kennedy. From that point on, John Trasvina knew he would spend the rest of his life following the examples set by RFK. Forty years later, he heads MALDEF, the Mexican American Legal Defense Fund, dedicated to giving a voice to millions of Hispanics who might otherwise be lost in the complex legal system. In this segment, we profile this brilliant Latino lawyer who, under President Clinton, was the highest ranking Latino at the United States Department of Justice.

Hispanic Today

Episode #904

10/16/09 – 10/18/09

Length: 30:00

Ceja Vineyards: NAPA Valley's Hispanic Winery

Growing up in California in the 1960's, Amelia Ceja dreamed big things while picking the grapes that would become some of America's best wines. Today she took all that knowledge gleaned from the fields and bottled it - literally. As head of one of NAPA Valley's most critically acclaimed "boutique wineries," Amelia selects only the finest wines to bottle, serve and sell to her growing base of loyal customers. Amelia admits her goal is not to be the biggest NAPA winery, but the best. Her Ceja Vineyards gives Hispanic vintners a valuable place at the table.

Toyota International Teacher Program: Lessons From Costa Rica

Each year Toyota, the world's largest carmaker, selects a handful of teachers and sends them on an educational mission. The goal is to provide teacher's on-site exposure to locations around the world, hoping they'll bring home their classrooms lessons learned in the field. In this segment of Hispanics Today, we go to Costa Rica and see why the environmental and ecological treasures found only in this Latin American paradise are so crucial to the Toyota International Teacher Program.

Decision 2008: Could Hispanics Decide the Next President?

The 2008 Presidential election promises to be one of the most historic contests in history; for the first time ever, either a woman or an African American will head the ticket of the Democratic Party. And for the first time ever, it is likely the growing base of new Hispanic voters could well hold the trump card to decide who will win. We will see firsthand how all the candidates are going out of their way to court the cherished Latino vote.

Hispanic Today

Episode #905

10/23/09 – 10/25/09

Length: 30:00

Septime Webre: Washington's "Pied Piper of Dance"

At one time, ballet was thought to be a form of entertainment accessible only by those with a certain wealth and sophistication. Since then, times has changed and so has ballet; thanks to a Cuban-American ballet impresario named Septime Webre, ballet has taken a more egalitarian turn and is enjoying a popular renaissance in the nation's capital. We take you backstage with Webre, artistic director of the Washington Ballet, and see how many critics call the "Pied-Piper of Dance" is reaching out to audiences previously ignored and bringing them to see a more modern version of an old art form. Webre also shares with us his memories of being the first American ballet company to perform in Cuba in more than forty years.

Carmen Dominguez: From Homemaker to House Builder

When she was just starting out her adult life, everyone thought Carmen Dominguez had it made. But this doctor's wife wasn't satisfied with being a homemaker. Instead, she wanted to build houses. Now, with her children grown, this native of Puerto Rico is doing just that. Carmen is an award-winning custom home builder sitting at the top of Orlando, Florida's ultra-competitive real estate market. Her homes are more than bricks and mortar. Rather, Carmen views each one as her own personal creation tailored exclusively to each buyer's unique personality. In this story, we meet Carmen and see firsthand how it's never too late to start a new career, no matter how ambitious that career might be.

El Charro: Unlocking the Flavor of Carne Seca

In our last episode of Hispanics Today, we took you to Tucson, Arizona's legendary El Charro, hailed as the first Mexican restaurant north of the border. In this episode, we return to El Charro for a unique look at how they prepare their signature dish, Carne Seca. Most people know it as "beef jerky," however, El Charro's Carne Seca goes way beyond the pre-packaged bags of dried beef found in convenience stores. You've heard the warning "Don't try this at home" After watching how El Charro prepares its carne seca, you'll understand why.

Hispanic Today

Episode #906

10/30/09 – 11/01/09

Length: 30:00

Conversen Latino: Touching Young Lives Step by Step

We dedicate this episode to the young man featured prominently in this story. After our interview with dancer Wilfredo Trevino, Jr., he was killed by a drunk driver in Philadelphia. Wilfredo was one of the brightest dancers mentored by Hector Serrano, a one-time dance club entrepreneur who went on to found one of Philadelphia's most successful after-school dance programs. We meet Hector and see how he's turning young lives around step by step through dance. One of his shining stars was Wilfredo Trevino, Jr. who treats us to one of the final dance performances of his young life.

Goya: From Canned Sardines to a Canned Goods Giant

It was its founder's love of tiny sardines that put Goya on its way to becoming a food giant. 70 years later, the distinctive blue and yellow label is a fixture on supermarket shelves from coast to coast. In many stores, entire aisles are devoted exclusively to Goya's many varieties of canned foods geared to Hispanic tastes. Rooted in Spain, founded in a New York storefront and today headquartered in New Jersey, Goya is a canned and packaged food powerhouse. We visit the Goya headquarters and get a firsthand view at why Goya has become a household name for generations of Hispanic families.

Dr. Elmer Huerta: America's Top Cancer Fighter

In Latin America, Dr. Elmer Huerta is a media celebrity and well-known host of a radio medical show. In the United States, he is charged with one of the most serious jobs in medicine. As President of the American Cancer Society, it is Huerta's responsibilities to marshal the tremendous medical, financial and research resources into one cohesive effort to combat the scourge of cancer. We meet this dynamic doctor, the first Latino president in the American Cancer Society's 94-year history.

Hispanic Today

Episode #907

11/06/09 – 11/08/09

Length: 30:00

Tony Plana: Mentoring Young Theatre Hopefuls in East L.A.

We all know Tony Plana from his hit TV show Ugly Betty. But when Tony is not drawing laughs as Betty's father Ignacio Suarez, he wears a paternal hat of a different kind. In this story we follow Tony to a tiny playhouse in East Los Angeles where he mentors a whole new generation of Hispanic theatre hopefuls. As Tony tells us, it hasn't been all that long ago when he was in their shoes and this is his way of providing hope, encouragement and instruction to the young men and women who could prove to be tomorrow's superstars.

Toyota: Making Inroads to the Hispanic Market

For 50 years Toyota cars have been fixtures on America's roads. It is the world's number one automobile producer and is locked in a fierce competition to top the Detroit-dominated American market. In this segment, we go behind the scenes at Toyota and see why there's more to this auto giant than quality cars and trucks. Good corporate citizenship is part of its formula for success. We'll see how some of Toyota's best and brightest employees are reaching out to help promising young Latinos.

Roxanna Lissa: Perseverance Pays Off for this Latina Advertising Pro

When Roxanna Lissa came to the U.S. from her native Argentina, she knew she had a unique perspective on her fellow Hispanic customers corporate America desperately wanted to reach. After learning the ropes in public relations, she launched her own P.R./Advertising firm. Today, her portfolio of clients contains some of the world's most recognized companies. We meet Roxanna and see how perseverance and persistence have landed her atop the world of Public Relations.

Hispanic Today

Episode #908

11/13/09 – 11/15/09

Length: 30:00

Actor Tony Plana: Tackling the Topic of Immigration for Ugly Betty

You can now count immigration among the list of sensitive topics television sitcoms have taken on with humor. Recently, the hit ABC-TV program Ugly Betty used laughter to help diffuse this politically sensitive issue. The actor charged with the task of pulling this off with grace and dignity was none other than Hispanic Hollywood legend Tony Plana. In this episode of Hispanics Today, we go one-on-one with Tony and learn how he approached this difficult role.

Federal Jobs: A Shortage of Government Workers Spells Opportunity for Latinos

It's no secret the first wave of "Baby Boomer" retirements promises to take a huge bite out of the private sector workforce. However, Uncle Sam is also not immune to this imminent "brain drain." To remain competitive, the Federal Government has launched an all-out media blitz to recruit talented Hispanics for jobs in public service. We'll visit with President Bush's top hiring director, Linda Springer, and see what incredible opportunities exist. We'll also meet one of the first young Latino professionals to take advantage of this hiring bonanza, Dr. Luis Valerio, a brilliant food and drug scientist at the FDA in Maryland.

Jose Hernandez: Mariachi Impresario

Thanks in large part to Jose Hernandez of Los Angeles, Mariachi has moved mainstream and has become big business reaching far beyond neighborhood restaurants and ethnic festivals. Hernandez is one of the brightest and most successful "Mariachi entrepreneurs" in the music business and, in addition to his financial success, his passion for the music of his heritage burns brighter than ever. We'll meet Jose Hernandez on Hispanics Today.

Hispanic Today

Episode #909

11/20/09 – 11/22/09

Length: 30:00

Ricardo Morales: Making Beautiful Music in Philadelphia

Growing up in Puerto Rico, Ricardo Morales' first exposure to music was singing traditional Christmas carols door-to-door with his family. Soon he advanced to playing bongos, then found his passion: the clarinet. His early talents led him to San Juan's prestigious Escuela Libre de Musica where he honed his skills to a professional level. Today, at 35, he has hit the big time as principal clarinetist for the Philadelphia Orchestra. We meet Ricardo and learn where he finds his musical inspiration.

Irma Elder: From one Small Car Dealership to an Automotive Empire

Twenty-five years ago, Irma Elder was forced by necessity to learn the ropes of the competitive business. Her husband, who started a car dealership in the 1960's, had died and left Irma to the top job. Since then, she has risen to the occasion and built the Detroit-based auto group into the leading seller of not just Fords, but also Jaguar and Saab. Find out from Irma that anything is possible, even in the aftermath of terrible adversity.

El Charro: Restaurant; Tourist attraction; Beloved Tucson Landmark

For both locals and tourists alike, a stop at Tucson's landmark El Charro restaurant is a must when in the mood for Mexican food. Founded nearly a century ago by an ambitious Mexican woman in, what was then wild American frontier territory; El Charro has remained a stop on the culinary road map ever since. We take you on a tour of El Charro, still recognized as the United States' first authentic Mexican restaurant and meet Carlotta Flores, the chef and owner who still keeps the tradition going; a tradition of strong Latina's who've managed El Charro for nine decades.

Hispanic Today

Episode #910

11/27/09 – 11/29/09

Length: 30:00

Tony Plana: Hollywood's Hispanic Patriarch

After three decades in show business, actor Tony Plana has earned the title of Hollywood patriarch. Few Hispanic actors can equal his longevity and success. Since starting with a bit part in the 1970's sitcom *What's Happening?*, Tony's career has taken him from the big screen to the small screen to the boards of Broadway. He has played a terrorist on *24* and the Secretary of State on *West Wing*. Now he enjoys critical acclaim as the father on ABC's hit show *Ugly Betty*. We visit with Tony and look back over his long and successful career.

Hispanic College Fund: Helping Make Higher Education Possible

Recent surveys show that among Hispanics who want to attend college, some 98 percent have reservations about how they'll afford it. In response to this disconnect between want and means, The Hispanic College Fund started. Back in the early 1990's a letter to a magazine editor provided the spark to start the fund. In the letter, a bright Hispanic student wrote about his despondency over not being able to afford college. That letter struck a chord with scores of Hispanic entrepreneurs. Two decades later, the Hispanic College Fund has turned into a multi-million dollar fundraising juggernaut with one sole mission; to help more Hispanics go to college.

Rueben Martinez: From Barber to Bookseller

It started as a small rack of books in his barbershop. It turned into Libreria Martinez, one of the largest Hispanic bookstores in the country with two locations in greater Los Angeles. Rueben Martinez is still a barber, although he doesn't cut as much hair as he once did. This Latino is on a literary mission to help more young Hispanics find a love of learning through books.

Hispanic Today

Episode #911

12/04/09 – 12/06/09

Length: 30:00

Maria Welch: Breathing New Life Into Small Business

Her business is called Respira Medical, a memorial to her father who had difficulties breathing after inhaling asbestos working in the iron industry in his native Colombia. Now seven years after she started, Maria Welch's Respira Medical is a thriving home respiratory care provider in greater Baltimore. It wasn't easy; Maria had twice been homeless after her arranged marriage fell apart. She had no credit and, at the dawn of the 21st Century, her future prospects seemed rather bleak. However, with the help of women's business groups and the SBA, Maria persisted and her business today is more than a memorial to her late father. It is a testament to Latina entrepreneurship.

Andrea White: Safeguarding Privacy at Toyota

In the corporate pecking order, the CEO and CFO are right up at the top. Everyone knows what those letters stand for. But what about CPO? In addition to its common usage as a rank in the Navy, the CPO is fast catching on as an acronym for “Chief Privacy Officer.” At Toyota, the world’s largest carmaker, the task of safeguarding sensitive personal information for millions of customers and employees falls into the able hands of a Latina. Andrea White shares with us some important privacy tips that may prove crucial in today’s heightened environment of identity theft and breaches of privacy.

John Trasvina: Mexican American Legal Defense Fund

When he was a child, he was moved by the leadership of Robert F. Kennedy. From that point on, John Trasvina knew he would spend the rest of his life following the examples set by RFK. Forty years later, he heads MALDEF, the Mexican American Legal Defense Fund, dedicated to giving a voice to millions of Hispanics who might otherwise be lost in the complex legal system. In this segment, we profile this brilliant Latino lawyer who under President Clinton, was the highest ranking Latino at the United States Department of Justice.

Hispanic Today

Episode #912

12/11/09 – 12/13/09

Length: 30:00

Ceja Vineyards: NAPA Valley’s Hispanic Winery

Growing up in California in the 1960’s, Amelia Ceja dreamed big things while picking the grapes that would become some of America’s best wines. Today she took all that knowledge gleaned from the fields and bottled it. Literally! As head of one of NAPA Valleys’ most critically acclaimed “boutique wineries,” Amelia selects only the finest wines to bottle, serve and sell to her growing base of loyal customers. Amelia admits her goal is not to be the biggest NAPA winery, but the best. Her Ceja Vineyards gives Hispanic vintners a valuable place at the table.

Toyota International Teacher Program: Lessons from Costa Rica

Each year Toyota, the world’s largest carmaker, selects a handful of teachers and sends them on an educational mission. The goal is to provide teacher’s on-site exposure to locations around the world, hoping they’ll bring home to their classrooms lessons learned in the field. In this segment of Hispanics Today, we go to Costa Rica and see why the environmental and ecological treasures found only in this Latin American paradise are so crucial to the Toyota International Teacher Program.

Decision 2008: Could Hispanics Decide the Next President?

The 2008 Presidential election promises to be one of the most historic contests in history; For the first time ever, either a woman or an African American will head the ticket of the Democratic Party. And for the first time ever, it is likely the growing base of new Hispanic voters could well hold the trump card to decide who will win. We will see firsthand how all of the candidates are going out of their way to court the cherished Latino vote.

Our World with Black Enterprise

Show No.

Week of 10/12/09

Total Running Time: 29:20

On an all new edition of Our World with Black Enterprise, actress Lynn Whitfield, the daughter of a breast cancer survivor, tells us why breast cancer prevention has become her personal crusade:

“So many people in the African American community aren’t insured. We need to leave the community and go into those big institutions and become a number, and that is difficult. I understand that – but we need to take charge and do it,” says Whitfield. “Every Friday in any community across this country, where there is a beauty shop, there are people having their hair and nails done. We really have to be more involved in our health. I hope the country, the government, catches up with that”

Plus, Black Hollywood is creating and distributing its own projects. In our exclusive roundtable, host Ed Gordon discusses the rise of independent films. Has Tyler Perry’s model been one that has helped or hurt the black independent film? Lindsay Christian, director of the new independent film Jazz in The Diamond District, actor Clifton Powell, who stars in the film with Jeff Friday, Founder and CEO of the Film Life and Founder of the American Black Film Festival, weigh in.

In this week’s Slice of Life, we visit groundbreaking Browns Mill Elementary school in Lithonia, Georgia – the first sugar free school in the nation.

Our World with Black Enterprise

Show No. 78

Week of 10/19/09

Total Running Time: 29:20

This week on Our World With Black Enterprise, our Headliner, Dr. Cornel West discusses his new book Brother West: Living and Loving Out Loud, A Memoir, politics and why he’s not afraid to confront the issues.

And in this week’s Slice of Life, Dr. Jerry Guyden, Director of the RCMI program (Research Centers in Minority Institutions) at the City University of New York is increasing the presence of minorities in biomedical research.

Our World with Black Enterprise

Show No. 80

Week of 11/02/09

Total Running Time: 29:20

On this edition of Our World with Black Enterprise:

Vanessa Williams, the Tony, Emmy and Grammy Award winner talks about the strength that built a successful 25-year entertainment career. She is our headliner.

Plus in our roundtable discussion,

Are you mentoring a child? It's on you to groom the next generation.

We talk to Phillip Banks, President, 100 Black Men of America, the NY Chapter; DJ Beverly Bond, Founder, Black Girls Rock and Bill Strickland, President and CEO, Manchester Craftsmen's Guild and Bidwell Training Center.

Our World with Black Enterprise

Show No. 82

Week of 11/16/09

Total Running Time: 29:20

On this edition of Our World with Black Enterprise our headliner is music mogul Kedar Massenburg. We talk to this entrepreneur about founding Korus Wines and keeping authenticity and culture in R&B music.

Plus, in our roundtable discussion: Does the divide between African Americans and Latinos still exist? Or is it just a generational thing? Panelists include Miriam Jimenez Roman, Director of the Afro-Latino Forum, David Lamb, Playwright of the stage play "Platanos and Collard Greens" and Maylene Garcia, a Hispanic woman who has experienced racism towards her Black boyfriend from her family.

And, in this week's Slice of Life, Kimberly Holland, President and CEO of Icon Sports Management is carving her own niche in the male dominant world of sports management.

Our World with Black Enterprise

Show No. 84

Week of 12/07/09

Total Running Time: 29:20

On this edition of Our World with Black Enterprise, we sit down with Anika Noni Rose, the voice behind Princess Tiana on the Disney new animated feature, "The Princess and the Frog." Our Slice of Life segment profiles Bruce Smith, an African American animator on the film who brought the villain, Dr. Facilier to life.

Family First

Forever Family

Reporter: Gia Tutalo-Mote

10/18/09 6PM

Length: 2:30

It's a gut wrenching story that we first brought you here on NBC 6 a few years ago – a little boy born healthy who was so abused, he was left blind a deaf with nearly every bone in his body broken. Tonight, on Forever Family, we show you how the care of one extraordinary foster mom changed his life forever.

Forever Family

Reporter: Amara Sohn

10/31/09 6PM

Length: 1:45

A dash of thoughtfulness, a helping of inquisitiveness and a pinch of athleticism – Austin has nearly all the makings of the perfect son. The one ingredient missing is you. Amara Sohn has tonight's Forever Family.

Forever Family

Reporter: Amara Sohn

11/7/09 6PM

Length: 2:45

November is Adoption Month, a time to raise awareness about the more than one hundred foster children and teens in our country waiting to be adopted. Recently, the largest congressional event to address this situation took place in Washington, where some very special members of our community were honored with congressional awards including our own Gia Tutalo-Mote and the NBC 6 Forever Family program.

Forever Family

Reporter: Amara Sohn

11/14/09 6PM

Length: 2:00

With her face painted as a butterfly at a recent picnic, 17 year-old Princess is getting ready to spread her wings. But, even as she faces adulthood alone, this teenager still hopes to find comfort and love in the cocoon of a forever family.

Forever Family

Reporter: Gia Tutalo-Mote

11/21/09 6PM

Length: 2:00

In tonight's Forever Family, meet Ryan along with his sister. They are looking for a permanent and loving home. Gia Tutalo-Mote shares Ryan's story.

Forever Family

Reporter: Gia Tutalo-Mote

11/28/09 6PM

Length: 2:00

Each week we bring you stories of children in our community who need to be adopted in our Forever Family reports. Though, most of the children in foster care won't find that special home before the holidays, there is still a way you can raise their spirits this season by participating in the annual Forever Family fund drive we recently teed things off with the Broward County Young Lawyers section. Gia Tutalo-Mote has the story.

Environmental Issues

Green is Universal

Reporter: Jeff Burnside

11/16/09 6PM

Length: 2:00

There are new environmentally friendly cars coming out more and more these days helping to make a better planet. But a hybrid luxury yacht that can cruise for a thousand miles on batteries? Jeff Burnside has the scoop on the first one in America.

Green is Universal

Reporter: Gayle Guyardo

11/17/09 6PM

Length: 2:00

Your next cocktail can be delicious and green. All you need is a little advice from a Florida man who gathered recipes from mixologists all over the country to write his book Organic Shaken and Stirred. Gayle Guyardo visits the bar and has tonight's Green is Universal report.

Green is Universal

Reporter: John Morales

11/18/09 6PM

Length: 2:45

The United Nations is preparing to host a world climate conference in Denmark while local city governments are doing their part to limit their greenhouse gas emissions. Chief Meteorologist John Morales reports Miami is leading the way in these efforts in tonight's Green is Universal report.

Green is Universal

Reporter: Ginger Zee

11/18/09 6PM

Length: 2:00

Ginger Zee shows us the cheapest and greenest way to update your wardrobe in tonight's Green is Universal report.

Green is Universal

Reporter: Trina Robinson

11/20/09 6PM

Length: 2:00

A local Dry Cleaner that's not only good for your clothes but is also safe for the environment. This eco-friendly cleaner is also making your next drop-off like a trip to the spa. Trina Robinson takes a closer look in tonight's Green is Universal report.

Green is Universal

Reporter: Leigh Spann

12/5/09 11PM

Length: 1:45

When deciding between a live Christmas tree and an artificial one you may think about the great scent from a live tree or the convenience of using the artificial one, year after year. As Leigh Spann shows us, you may also want to consider the impact on the environment.

Miscellaneous

Day of Giving

Reporter: Adam Kuperstein

11/17/09 6PM

Length: 2:00

Here at NBC 6 we feel strongly about giving. That's why we are launching a "Day of Giving" food drive just before Thanksgiving. Adam Kuperstein reports live from one of the many drop-off locations in Pembroke Pines with more details on The Day of Giving.